

# Web Design

## Introductory Principals:

COMM.I.B.1.4

- 1 Define terms related to Web projects [IT.VIII.1-2.1](#)
- 2 Use Web-based resources (e.g., tutorials, Webquests, on-line resources, free download sites) [ENTRE.VI.D.3.3](#)
- 3 Discuss E-commerce concepts as they relate to Web-based projects [IT.VII.3.4](#)
- 4 Differentiate among platforms and browsers in relationship to the Web [IT.VII.3.4](#)
- 5 Explain how resolution affects Web page creation [IT.VII.1-2.4](#)
- 6 Identify careers/self-employment and certification opportunities in Web design and production [IT.VII.3.14](#)
- 7 Exhibit leadership skills through a student organization (e.g., FBLA, PBL) [COMM.II.A.4.5](#)

## Web Site Design:

- 1 Define Web page design principles and elements [IT.VII.1-2.3](#)
- 2 Evaluate Web sites based on design elements and principles (e.g., alignment, color, navigation, user feedback) [IT.VII.1-2.3](#)
- 3 Determine the purpose of the Web site [IT.VII.3.1](#)
- 4 Identify the target audience [IT.VII.3.1](#)
- 5 Select and develop content for site (e.g., research techniques, interview of client) [IT.VII.1-2.3](#)
- 6 Plan an organized layout [IT.VII.1-2.4](#)
- 7 Select an appropriate navigational structure [IT.VII.1-2.6](#)
- 8 Use Web-safe colors and fonts [IT.V.3.5](#)
- 9 Employ proofreading and editing techniques [COMM.I.D.3.6](#)
- 10 Apply Web accessibility standards [IT.VII.3.2](#)

## Image Creation and Manipulation

- 1 Recognize the different image types and their extensions (e.g., gif, jpg) [IT.III.3-4.5](#)

- 
- 2 Utilize images from various sources (e.g., Internet, CD, scanner, digital camera) [IT.V.2-4.2](#)
  - 3 Use image editing program to create original raster images (e.g., collages, banners, buttons) [IT.V.3.5](#)
  - 4 Use selection tools in image editing program (e.g., lasso, magic wand) [IT.V.3.5](#)
  - 5 Use layering techniques in image editing program to better manage images (e.g., ordering, arranging, naming) [IT.V.3.5](#)
  - 6 Use image editing program to adjust and transform images (e.g., crop, rotate, skew, color, image dimension size) [IT.V.3.5](#)
  - 7 Optimize an image to improve load time [IT.V.3.5](#)
  - 8 Slice an image into separate parts
- 

## Page Creation

- 1 Use Web authoring software to create Web pages
  - 2 Identify and apply HTML tags and attributes for basic Web page design (e.g., title, metadata, table, link)
  - 3 Create and use a template
- 

## Web Creation

5. Create interactive design elements (e.g., rollover, swap image, slideshow) [IT.V.3.5](#)
  5. Incorporate browser plug-ins (e.g., Adobe Acrobat.pdf, Flash.swf, Quicktime.mov) [IT.VII.3.1](#) [IT.V.3.5](#)
  5. Use Cascading Style Sheets (CSS) to control page elements (e.g., external, internal, inline) [IT.V.3.5](#)
  5. Apply animation tools and techniques [IT.V.3.5](#)
- 

## Web Page Management

- 1 Describe various Web publishing techniques [IT.VII.3.6](#)
- 2 Compare and contrast Web hosting account options [IT.V.3.5](#)
- 3 Explain the process of obtaining a domain name [IT.V.3.5](#)
- 4 Create an electronic portfolio [CD.V.B.3.3](#)
- 5 Organize all content files into folder management [IT.III.1.2](#)
- 6 Implement time management techniques [CD.III.A.4.2](#)
- 7 Create meta tags to be utilized by a variety of search engines [IT.V.3.5](#)

---

**8 Demonstrate ethical behavior** COMM.I.D.2.3

---

**9 Conduct usability testing** IT.VII.3.12

---

**10 Apply copyright laws in all Web-related projects** IT.VII.3.4

---

**11 Describe security issues (e.g., viruses, firewalls, passwords, filters)** IT.XIV.3.4